

Message Text

UNCLASSIFIED

PAGE 01 TORONT 02286 132112Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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FM AMCONSUL TORONTO
TO SECSTATE WASHDC 4668
USDOC WASHDC
INFO AMEMBASSY OTTAWA

UNCLAS TORONTO 2286

E.O. 11652: N/A
TAGS: BEXP, CA
SUBJECT: FY 77 CANADA CCP - REGIONAL TRADE PROMOTION PROGRAM -
PARTICIPATION REPORT

REF: STATE 297157

1. POST COMMERCIAL OFFICER PARTICIPATED IN HALF DAY EXPORT STIMULATION SEMINAR ON CANADAIN MARKET IN PITTSBURG DECEMBER 9. SEMINAR, SPONSORED BY AIRPORT CHAMBER OF COMMERCE, FEATURED PANEL MODERATED BY DIRECTOR, PITTSBURGH DISTRICT OFFICE, AND CONSISTING OF POST COMMERCIAL OFFICER, CLEVELAND REPRESENTATIVE OF BANK OF NOVA SCOTIA, AND VICE PRESIDENT OF LEADING CANADAIN CUSTOMS BROKERAGE (BORDER BROKERS). TOPICS OF DISCUSSION WERE ONTARIO MARKET, FINANCING US EXPORTS TO CANADA, AND CANADAIN CUSTOMS PROCEDURES. COMMERCIAL OFFICER'S PRESENTATION EMPHASIZED ACCESSIBILITY OF ONTARIO MARKET, NECESSITY OF LOCAL REPRESENTATION, AND IMPACT OF CANADAIN MARKET AS A WHOLE ON PENNSYLVANIA INDUSTRY. LUNCHEON SPEAKER WAS VICE PRESIDENT, MINE SAFETY APPLIANCE COMPANY, WHO FOCUSED ON QUESTIONS OF SELECTION AND SUPPORT OF LOCAL REPRESENTATION.

2. REGISTERED ATTENDANCE EXCEEDED FORTY, OF WHOM APPROXIMATELY ONE-HALF WERE MANUFACTURERS. AUDIENCE INTEREST WAS KEEN, AS INDICATED BY LARGE NUMBER OF QUESTIONS ADDRESSED TO PANEL. POST NOW RESEARCHING TWO SPECIFIC QUESTIONS RAISED IN CORRIDOR DISCUSSION BY NEW-TO-MARKET ATTENDEES.

3. PRIOR POST PARTICIPATION IN EXPORT MATCHMAKERS CONFERENCE IN CHICAGO OCTOBER 31 NOT NEARLY SO SUCCESSFUL AS NO SPECIFIC UNCLASSIFIED

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ACTIVITIES HAD BEEN PROGRAMMED AND NATURE OF CONFERENCE (PRIVATE

APPOINTMENTS BETWEEN NTE MANUFACTURERS AND EXPORT MANAGEMENT
COMPANIES) NOT CONDUCIVE TO COUNSELLING PARTICIPANTS.
DIGGINS

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NNN

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